



Creating Policy, Systems, Environmental Change: Success Story and Lessons Learned

Title

Healthy Choice Checkout

Intervention Summary

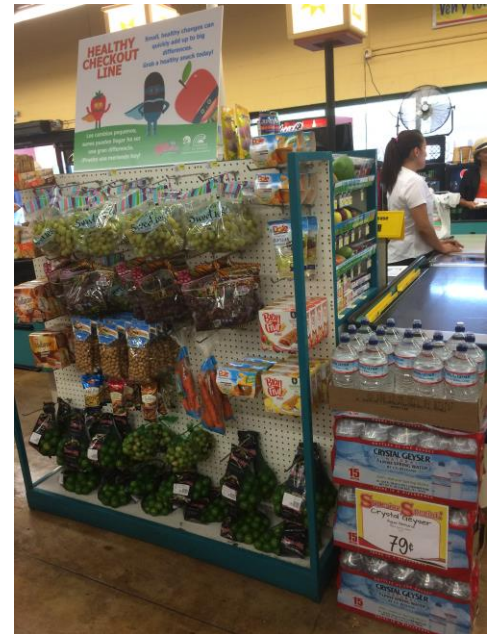
This intervention was part of a collaborative effort between La Superior SuperMercados and Sacramento County SNAP-Ed Program subcontractor, Health Education Council (HEC). Over the course of several years, the Retail Program Coordinator with HEC, has worked to build a strong report and partnership with La Superior SuperMercados. The establishment of this partnership has led to greater strides in increasing healthy eating habits within Sacramento. One such example is the creation of healthy check-out lanes at two of the La Superior SuperMercados in Sacramento County.

Before any work began, A Memorandum of Understanding (MOU) was established and the Grocery Store Director of the grocery chain was interviewed to identify possible areas for and willingness to change. Assessment was done by the Retail Program Coordinator, a Registered Dietician (from HEC), the Grocery Director, and the Store Manager at both retail locations to evaluate the healthy snacks offered in the check-out lanes at each store. Although both stores did provide some healthy options, each store showed to have mostly unhealthy options. A list of the healthy snacks was provided to the Grocery Store Director and Store Managers from Register Dietician to replace unhealthy items in the checkout lane; each item followed MyPlate recommended nutritional guidelines. After reviewing the recommendations, the Grocery Store Director and Store Managers agreed to provide at least one healthy checkout lane at each location. Healthy messages were then developed, including Harvest of the Month, and utilized to brand the "healthy checkout lane".

The healthy checkout lanes have been well received by both the community and La Superior employees. Store Managers have noticed an increase in "last minute" water purchases at the counter and frequently replenish the fruits and vegetables throughout the day in order to meet demand. Every day, the produce manager restocks, rotates,

and changes the fresh produce to feature different fruits and vegetables. Cashiers are responsible for cleaning the healthy checkout lane areas, restocking the healthy snacks and water bottles, and communicating with the produce manager regarding fruit and vegetable items and customer requests/trends.

The healthy checkout land was highlighted during Fruit & Veggie Fest in September at the Stockton Blvd. location. Store tours were held showcasing the new, healthy options at the healthy checkout lane. Many local dignitaries, including Assembly member Kevin McCarty, were in attendance. Assembly member McCarty applauded the checkout lane “makeover” and purchased a bag of carrots to take home for his family.



Description of Barriers Encountered and Identified or Proposed Solutions

The main challenge in achieving the healthy check-out lane was securing a meeting with the Grocery Store Director to sign the MOU and discuss an implementation plan for healthy changes in the store. The Retail Program Coordinator sent numerous emails, phone calls and messages through the Store Managers with no response. Once contact was finally established it was revealed, during the planning months, La Superior SuperMercados was in the process of opening a new grocery store in Yuba City. The Grocery Director had temporarily relocated to the Yuba City location to help get the store off the ground making it difficult to have an in-person meeting. Once the Grocery Store Director moved back to the corporate offices in Sacramento, the Retail Program Coordinator was able to have a meeting, sign the MOU and develop an implantation plan. Although the Retail Program Coordinator and the Grocery Store Director had established a strong relationship, it was challenging to move forward without having his full attention and approval to move forward on the intervention.

Future Directions/Sustainable Success

Over the next year, HEC will continue to work with the Store Manager and Grocery Store Director to develop a systematic tracking system to collect data on the sale of items in the healthy check-out lane and analyze the data. Technical assistance around maintaining and stocking the healthy checkout lane will continue to be provided and with the Store Manager, identify new healthy snack items and highlight produce that correlates with Harvest of the Month posters throughout the store.

Contact information about this Narrative

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